

Rep Order# 6861304 Ver# 3 Status Revised

Traffic Order# 213015

Printed: 10/26/2012 2:05 PM
Last Received: 10/26/2012 1:58 PM
Showing Buylines: All Rep Revised Lines

1 of 2

Station KRQE-TV ALBUQUERQUE, NM.
Advertiser () REFORM NM NOW
Product NINE DAYS REF NM NOW
Estimate# 313
Buyer Betsy Vonderheid
Phone#
Fax#

Agency () STEVENS REED CURCIO & POTHOLOM
201 NORTH UNION STREET, SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 51/104/313
Flight Dates 10/29/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

REV TO ADD TO SKED
ATTN ALL LINES
ATTN NEW TTL
PLEASE CFN
THANKS

*Just
10/19/12*

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
15		Buyline Comment: NEWS Sales Remark: V3 ADD TO SKED V3 Added	10/29-11/02	\$2,000.00 <i>2</i>	:30	3	1	M-F	10P-1035P	\$6,000.00	3	

---REPORT TOTALS---

Report Totals: 3 / \$6,000.00

---SALES MONTHLY TOTALS---

Nov 12: 35 / \$32,200.00
Sales Totals: 35 / \$32,200.00
Station Totals: 35 / \$32,200.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$107,333	CABL 0%	KASA 0%	KASY 0%	KBTM 0%	KOAT 34%
		KOB 36%	KRQE 30%	KWBQ 0%		

---COMPETITIVE COMMENTS---

EST SHARES

Rep Order# 6861304 Ver# 1 Status New
EC'd Yes

Traffic Order#

213015

Printed: 10/05/2012 8:24 AM
Last Received: 10/04/2012 3:54 PM
Showing Buylines: All Lines

Station KRQE-TV ALBUQUERQUE, NM.
Advertiser () REFORM NM NOW
Product NINE DAYS REF NM NOW
Estimate# 313
Buyer Betsy Vonderheid
Phone#
Fax#

Agency () STEVENS REED CURCIO & POTHOLM
201 NORTH UNION STREET, SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 51/104/313
Flight Dates 10/29/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

10/15/12

--- CONTRACT COMMENT ---

SC=*

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
1		CBS THS MRNG-2<	10/29-11/02	\$300.00	:30	3	1	M-F	7A-9A	\$900.00	3	
2		CBS THS MRNG-2<	11/05-11/06	\$300.00	:30	2	1	M-TU	7A-9A	\$600.00	2	
3		SUNDAY MRN-CBS	11/04-11/04	\$800.00	:30	1	1	SU	8A-930A	\$800.00	1	
4		DOCTORS	10/29-11/02	\$200.00	:30	5	1	M-F	9A-10A	\$1,000.00	5	
5		DOCTORS	11/05-11/06	\$200.00	:30	1	1	M-TU	9A-10A	\$200.00	1	
6		KRQE NWS13-NOON	10/29-11/02	\$550.00	:30	5	1	M-F	12P-1230P	\$2,750.00	5	
7		KRQE NWS13-NOON	11/05-11/06	\$550.00	:30	1	1	M-TU	12P-1230P	\$550.00	1	
8		DR. PHIL	10/29-11/02	\$300.00	:30	5	1	M-F	3P-4P	\$1,500.00	5	
9		DR. PHIL	11/05-11/06	\$300.00	:30	1	1	M-TU	3P-4P	\$300.00	1	
10		KRQE NWS13-530<	10/29-11/02	\$2,500.00	:30	3	1	M-F	530P-6P	\$7,500.00	3	
11		KRQE NWS13-530<	11/05-11/06	\$2,500.00	:30	1	1	M-TU	530P-6P	\$2,500.00	1	
12		KRQE NEWS-10	10/29-11/02	\$2,000.00	:30	2	1	M-F	10P-1030P	\$4,000.00	2	
13		KRQE NEWS-10	11/05-11/06	\$2,000.00	:30	1	1	M-TU	10P-1030P	\$2,000.00	1	
14		KRQE NEWS-10	11/04-11/04	\$1,600.00	:30	1	1	SU	10P-1030P	\$1,600.00	1	

Station	KRQE-TV ALBUQUERQUE, NM.	Agency	() STEVENS REED CURCIO & POIHOLM	Rep Firm	() PHILADELPHIA
Advertiser	() REFORM NM NOW		201 NORTH UNION STREET, SUITE 200	Sales Office	() AMY MCCREARY
Product	NINE DAYS REF NM NOW		ALEXANDRIA, VA 22314	Salesperson	
Estimate#	313	Agency C/P1/P2/E	51/104/313		
Buyer	Betsy Vonderheid	Flight Dates	10/29/2012 - 11/06/2012	Salesperson Phone#	215-568-6540
Phone#		Hiatus Weeks		Salesperson FAX#	215-568-1845
Fax#					

---REPORT TOTALS---

Report Totals: 32 / \$26,200.00

---SALES MONTHLY TOTALS---

Nov 12: 32 / \$26,200.00

Sales Totals: 32 / \$26,200.00

Station Totals: 32 / \$26,200.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$87,333	CABL	0%	KASA	0%	KASY	0%	KBIM	0%	KOAT	34%
		KOB	36%	KRQE	30%	KWBQ	0%				

---COMPETITIVE COMMENTS---

EST SHARES

Books	NOV12
Demos	RA35+

Spot Manager: All,

Alt Order #	Advertiser	Order	Inv. Code (Bool)	Time Period	Length	Priori	Chann	Product	Estimate	Air Time	Ad-ID	Rate
Date: 10/29/12												
Station: KRQE												
06861304	POL/Reform N	213015	CBS This Mornii	CBS Early S	:30	P2	[ALL]	NINE DAY	313	8:29:02 AM	RNMT1205	\$300.00
06861304	POL/Reform N	213015	M-F 9a-10a	9a-10a	:30	P2	[ALL]	NINE DAY	313	9:58:30 AM	RNMT1205	\$200.00
06861304	POL/Reform N	213015	M-F KROE New	12p-1230p	:30	P2	[ALL]	NINE DAY	313	12:04:32 PM	RNMT1205	\$550.00
06861304	POL/Reform N	213015	Dr. Phil	3p-4p	:30	P2	[ALL]	NINE DAY	313	3:43:05 PM	RNMT1205	\$300.00
06861304	POL/Reform N	213015	LN M-F	10p-1035p	:30	P2	[ALL]	NINE DAY	313	10:06:37 PM	RNMT1205	\$2,000.00
												<u>\$3,350.00</u>
												<u>\$3,350.00</u>
Date: 10/30/12												
Station: KRQE												
06861304	POL/Reform N	213015	CBS This Mornii	CBS Early S	:30	P2	[ALL]	NINE DAY	313	8:54:00 AM		\$300.00
06861304	POL/Reform N	213015	M-F 9a-10a	9a-10a	:30	P2	[ALL]	NINE DAY	313	9:50:50 AM		\$200.00
06861304	POL/Reform N	213015	M-F KROE New	12p-1230p	:30	P2	[ALL]	NINE DAY	313	12:21:19 PM		\$550.00
06861304	POL/Reform N	213015	Dr. Phil	3p-4p	:30	P2	[ALL]	NINE DAY	313	3:15:16 PM		\$300.00
06861304	POL/Reform N	213015	KROE News 13	530p-6p	:30	P1	[ALL]	NINE DAY	313	5:58:28 PM		\$2,500.00
06861304	POL/Reform N	213015	LN M-F	10p-1035p	:30	P2	[ALL]	NINE DAY	313	10:08:07 PM		\$2,000.00
												<u>\$5,850.00</u>
												<u>\$5,850.00</u>
Date: 10/31/12												
Station: KRQE												
06861304	POL/Reform N	213015	LN M-F	10p-1035p	:30	P2	[ALL]	NINE DAY	313			\$2,000.00
06861304	POL/Reform N	213015	M-F 9a-10a	9a-10a	:30	P2	[ALL]	NINE DAY	313	9:08:50 AM		\$200.00
06861304	POL/Reform N	213015	M-F KROE New	12p-1230p	:30	P2	[ALL]	NINE DAY	313	12:28:26 PM		\$550.00
06861304	POL/Reform N	213015	Dr. Phil	3p-4p	:30	P2	[ALL]	NINE DAY	313	3:50:43 PM		\$300.00
06861304	POL/Reform N	213015	KROE News 13	530p-6p	:30	P1	[ALL]	NINE DAY	313	5:49:34 PM		\$2,500.00
06861304	POL/Reform N	213015	LN M-F	10p-1035p	:30	P2	[ALL]	NINE DAY	313	10:26:43 PM		\$2,000.00
												<u>\$7,550.00</u>
												<u>\$7,550.00</u>
Date: 11/01/12												
Station: KRQE												
06861304	POL/Reform N	213015	LN M-F	10p-1035p	:30	P2	[ALL]	NINE DAY	313			\$2,000.00
06861304	POL/Reform N	213015	CBS This Mornii	CBS Early S	:30	P2	[ALL]	NINE DAY	313	8:54:00 AM		\$300.00
06861304	POL/Reform N	213015	M-F 9a-10a	9a-10a	:30	P2	[ALL]	NINE DAY	313	9:34:35 AM		\$200.00
06861304	POL/Reform N	213015	M-F KROE New	12p-1230p	:30	P2	[ALL]	NINE DAY	313	12:18:49 PM		\$550.00
06861304	POL/Reform N	213015	Dr. Phil	3p-4p	:30	P2	[ALL]	NINE DAY	313	3:24:29 PM		\$300.00
06861304	POL/Reform N	213015	KROE News 13	530p-6p	:30	P1	[ALL]	NINE DAY	313	5:49:19 PM		\$2,500.00
												<u>\$5,850.00</u>
												<u>\$5,850.00</u>
Date: 11/02/12												
Station: KRQE												
06861304	POL/Reform N	213015	M-F 9a-10a	9a-10a	:30	P2	[ALL]	NINE DAY	313	9:25:30 AM		\$200.00
06861304	POL/Reform N	213015	M-F KROE New	12p-1230p	:30	P2	[ALL]	NINE DAY	313	12:11:43 PM		\$550.00
06861304	POL/Reform N	213015	Dr. Phil	3p-4p	:30	P2	[ALL]	NINE DAY	313	3:51:58 PM		\$300.00
												<u>\$1,050.00</u>
												<u>\$1,050.00</u>
Date: 11/04/12												
Station: KRQE												
06861304	POL/Reform N	213015	CBS Sunday Mc	8a-930a	:30	P2	[ALL]	NINE DAY	313	8:36:00 AM		\$800.00
06861304	POL/Reform N	213015	LN Su	10p-1035p	:30	P2	[ALL]	NINE DAY	313	10:06:55 PM		\$1,600.00
												<u>\$2,400.00</u>
												<u>\$2,400.00</u>
Date: 11/05/12												
Station: KRQE												
06861304	POL/Reform N	213015	CBS This Mornii	CBS Early S	:30	P2	[ALL]	NINE DAY	313	8:53:30 AM		\$300.00
06861304	POL/Reform N	213015	M-F KRQE New	12p-1230p	:30	P2	[ALL]	NINE DAY	313	12:11:13 PM		\$550.00
06861304	POL/Reform N	213015	KROE News 13	530p-6p	:30	P1	[ALL]	NINE DAY	313	5:57:58 PM		\$2,500.00
06861304	POL/Reform N	213015	LN M-F	10p-1035p	:30	P2	[ALL]	NINE DAY	313	10:07:52 PM		\$2,000.00
												<u>\$5,350.00</u>

[Sorted by: Date]

Spot Manager: All,

Alt Order #	Advertiser	Order	Inv. Code (Boo	Time Period	Length	Priori	Chann	Product	Estimate	Air Time	Ad-ID	Rate
Date: 11/05/12												
												\$5,350.00
Date: 11/06/12												
Station: KRQE												
06861304	POL/Reform N	213015	CBS This Morn	CBS Early S	30	P2	[ALL]	NINE DAY	313	8:28:47 AM		\$300.00
06861304	POL/Reform N	213015	M-F 9a-10a	9a-10a	30	P2	[ALL]	NINE DAY	313	9:26:15 AM		\$200.00
06861304	POL/Reform N	213015	Dr. Phil	3p-4p	30	P2	[ALL]	NINE DAY	313	3:33:47 PM		\$300.00
												\$800.00
												\$800.00
												32,200.00

[Sorted by: Date]

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: KRQE-TV	Date: 10/26/12
---	--------------------------

I, B Vonderheid
do hereby request station time concerning the following issue:

Reform New Mexico Now

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		10/29-11/6			

Total Charges: \$32,200.00

This broadcast time will be used by: Reform New Mexico Now

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes
 ☒ No

For programming that “communicates a message relating to any political matter of national importance,” list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that “communicates a message relating to any political matter of national importance,” attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Reform New Mexico Now

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney’s fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

10/26/12
Date

Betsy Vanderveer

703-683-9755
Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature Printed Name Title

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		10/29-11/6			

Total Charges:

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.